

# media release

Colorado Department of Agriculture

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FOR IMMEDIATE RELEASE

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## ***Learn How to Market Food Products at Annual Workshop***

LAKEWOOD, Colo.— Companies across Colorado produce a variety of food products such as jams, salsas, chocolates, sauces and other tasty treats. An educational workshop on Thursday, April 19, is designed to help food manufacturers market their locally made products. The workshop is from 8am to 4pm at the Community College of Aurora, 16000 E. CentreTech Parkway, Aurora, Colo.

“Whether you are just starting your business or have been involved in the food industry for years, this is a great workshop to fine tune your marketing skills,” said Wendy White, marketing specialist for the Colorado Department of Agriculture. “Our goal is to help companies identify effective ways to market their food products.”

The one-day workshop features practical advice from professionals covering a variety of topics such as creating a brand, developing a marketing plan, rules and regulations, small business resources, social media and more. In addition to the presentations, participants also have an opportunity to learn from their peers by networking with representatives from other food processing companies.

“The Aurora Small Business Development Center has been assisting clients in the food industry for the past 10 years,” said Andrea Amonick, Manager, City of Aurora Development Services Division. “This popular workshop encourages the food-related entrepreneur to aim for success in a supportive climate with like businesses.”

Speakers include Dawn Thilmany McFadden and Janice Brown, Colorado State University; John Recca, BrandWerks Group; David Bloom, Stinkin’ Good Green Chile; Ken Margel, KM Food Consulting; Mike Schultz, Sedulous Foods; Paul McLean, Whole Foods; Courtney DeWinter, DeWinter Comm; Amy McDowell, Small Business Administration; Julie Bush & Rebekah Spetnagel, On The Menu and Kyle Schlachter, Colorado Wine Industry Development Board.

The registration fee is \$35 per person if postmarked by April 6 and \$45 after the deadline. Registration includes the program, workshop materials, continental breakfast and lunch. Pre-registration is required.

For more information or to register, visit [www.coloradoagriculture.com](http://www.coloradoagriculture.com) or contact Wendy White at (303) 239-4119. The workshop is sponsored by the Colorado Department of Agriculture and Aurora Small Business Development Center.

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